

CENSUS OF AMERICAN BUSINESS : 1933

INSTRUCTIONS TO CENSUS ENUMERATORS

FORM 4

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON

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U.S. DEPARTMENT OF COMMERCE

DANIEL C. ROPER, Secretary
BUREAU OF THE CENSUS
WILLIAM LANE AUSTIN, Director

CENSUS OF AMERICAN BUSINESS: 1933

**INSTRUCTIONS
TO CENSUS ENUMERATORS**

FORM 4



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UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1933

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SPECIAL NOTICE

EVERY INQUIRY ON CENSUS SCHEDULES MUST BE CORRECTLY AND ACCURATELY ANSWERED IN A MANNER ACCEPTABLE TO THE OFFICE. UNLESS THIS IS SATISFACTORILY DONE NO PAYMENT WILL BE MADE TO THE ENUMERATOR.

EXTRACT FROM THE CENSUS ACT

SEC. 14. That all mail matter, of whatever class or weight, relating to the census and addressed to the Census Office, or to any official thereof, and indorsed "Official business, Census Office", shall be transmitted free of postage, and by registered mail if necessary, and so marked: *Provided*, That if any person shall make use of such indorsement to avoid the payment of postage or registry fee on his or her private letter, package, or other matter in the mail, the person so offending shall be guilty of a misdemeanor and subject to a fine of \$300, to be prosecuted in any court of competent jurisdiction.

BUREAU OF THE CENSUS
WASHINGTON

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CENSUS OF AMERICAN BUSINESS

THE FIELD CANVASS

1. The United States has been divided into approximately 300 supervisor's districts each of which will be in charge of a supervisor. Each supervisor's district is in turn divided into a number of enumerator's districts. Each of these districts will be assigned to an enumerator to personally canvass each business establishment as outlined in these instructions.

2. **Responsibility of Enumerator to Supervisor.**—All of your duties as a census enumerator are to be performed under the direction of the supervisor.

3. **Rules and Instructions.**—You must read carefully and observe the rules and instructions which follow. If questions or difficulties arise which are not covered by these instructions, you should see or write immediately to your supervisor for further instructions.

4. **Receipt of Supplies.**—The supervisor of your district has furnished you with the necessary schedules, blank forms, and other supplies for your work. You should promptly acknowledge the receipt of these supplies.

5. **Schedule.**—A single schedule has been prepared on which to canvass all classes of establishments. This schedule is explained in detail in a later part of this pamphlet.

6. **Extra Copies of Schedules.**—If you need additional copies of the schedule or other blank form, notify your supervisor at once, stating the number of copies required.

7. **Enumeration District.**—The limits of the district (or of each district) within which you are to take the census are described in the district outline which accompanied your supplies. Outside of your district you have no authority and will have no census duties to perform unless otherwise instructed. You must carefully canvass every establishment in your district.

8. **Refusals to Answer.**—Should any person object to answering any question on the schedule, you should explain that the *information is strictly confidential*, that it will not be communicated to any person whatever, and that no use will be made of it which can in any way injuriously affect the interests of individuals.

9. **Obligation to Secrecy.**—You are forbidden to communicate to any person any information obtained by you in the discharge of your official duties. By so doing you will render yourself liable, upon conviction, to a fine not exceeding \$1,000, or to imprisonment not exceeding 2 years, or to both fine and imprisonment.

10. **Canvassing or Soliciting Not Permitted.**—You will not be allowed to combine with your work as enumerator any occupation, such as canvassing for directory publishers, soliciting subscriptions to newspapers or magazines, or the sale or advertisement of any article whatever.

11. **Delegation of Authority Forbidden.**—You must not delegate your authority to any other person, or employ or permit anyone to do for you any of the work of enumerating your district.

12. Not to be Accompanied or Assisted by Unauthorized Persons.—You must not permit anyone to accompany or assist you in the performance of your duties, except duly appointed officers or employees of the Bureau of the Census.

13. The Work Day.—All enumerators are employed under the rules governing civil works project, and the supervisors will give instruction as to the number of hours to be worked each day. It is expected that the enumerators will work each day for the prescribed number of hours in securing the returns required. Each enumerator will be expected to secure a sufficient number of reports each day to justify his employment, and unless this is done the supervisors will be required to dismiss such enumerators as do not produce the required results.

14. Daily Reports.—Daily report blanks are furnished in sufficient number to cover the period of your canvass. A report must be prepared every day and mailed or delivered in person to the supervisor in charge of your district. The schedules secured each day must accompany your daily report. *These daily reports will be used by the supervisor as a basis for your compensation. If you do not send your reports every day you cannot be paid promptly.*

15. Time Allowed for the Enumeration.—The enumeration must be completed by February 1. The supervisor is expected to divide any enumeration district which as outlined is found to be too large to complete on the date specified. If the enumerator finds his territory is too large to complete as stated, he should immediately notify the supervisor.

16. Expenses.—In fixing the rates of compensation it has been assumed that these rates would constitute the enumerator's entire payment for services and for incidental expenses, including transportation. With this end in view, the rates have been made higher in thinly settled districts and in other areas where the enumerator is likely to have to incur transportation expenses to reach the establishments. It will not be possible, therefore, to make any allowance to the enumerator for expenses or to reimburse him for expenditures which he may make for transportation, for telephone calls, for telegraph messages, or for any other incidental matters.

17. Use of Mails.—All mail matter of whatever class or weight, relating to the census and addressed to any census official, if endorsed "Official Business, Bureau of the Census" is to be transmitted free of postage (see sec. 14 of the Census Act), and an order covering this point has recently been issued by the Postmaster General, a copy of which is on page II of these instructions. This provision is contained in section 869 of the Postal Laws and Regulations. If a postmaster refuses to receive such mail matter, when properly endorsed, show him your copy of the order of the Postmaster General and ask him to look up section 869 of the Postal Laws and Regulations; in case of further difficulty, report the facts to your supervisor.

18. Use of Telegraph and Telephone.—In communicating with the supervisor of your district, the mails will be found sufficient for all ordinary purposes; but should any emergency arise in which you need immediate counsel or instruction, use the telegraph or telephone. The telegraph companies will accept telegrams signed by you if marked "Official business, charge Bureau of the Census, Washington, D.C., at Government rates", without requiring payment in advance. In case of emergency you may telephone to your supervisor, provided the telephone company will collect the charges from the supervisor; any other telephoning must be at your own expense.

19. Where Enumerator Has Telephone.—If you have a telephone in your residence, with unlimited service, or have access otherwise to phone service, it will be to your advantage to make free use of it for communication with your

supervisor. You should by all means make sure that he has your telephone number, so that he may be able to deliver any message to you in this way without delay.

20. General Method of Filling Out Schedules.—Take pains to write legibly and to keep your schedules neat and clean. Do not hurry; be sure that you know the proper entry and where it should be made, before making it, so as to avoid erasing and interlining. All inquiries should be carefully answered. Figures should be written plainly. Do not leave items blank. Items calling for dollar or number figures should always be answered, either by inserting the proper number or dollar figures, or by a check (✓ mark to indicate the question was asked and the answer was “none.”

21. Numbering Reports.—Each report secured by the enumerator should be numbered in the box appearing in the upper right-hand corner of the schedule. The supervisor's district number and the enumerator district number appears on the “District outline” accompanying your supplies. The schedule number should be the numerical order in which you secure the reports beginning with 1.

22. The following is a list of supplies which each enumerator should receive from the supervisor. The enumerator should check supplies received immediately and if any are missing he should advise the supervisor at once.

ITEM

Schedules	Outline of enumeration district
Envelops	(Supervisor's district number and
Daily reports	enumerator's district number to be
Letterheads	placed on each schedule)
Instructions to enumerators	Completion card

23. Oath of Office.—Before beginning work the enumerator must subscribe to an “oath of office.” The necessary forms will be supplied to you by the supervisor. After this is properly filled out it must be returned to the supervisor.

24. Appointment Certificate.—A certificate of appointment will be given you by the supervisor. This should be carried at all times and can be shown to anyone who questions your right to ask for census reports.

25. Application for Appointment.—The supervisor will furnish each enumerator with a blank on which to formally make application for appointment. This is for record purposes in the Washington office.

26. The enumerator is required to make a *thorough* and *complete* canvass of his district. A list of the classes of establishments to be included in the census is given in this pamphlet. Be careful that you secure a report for every one of these establishments in your territory.

27. Completion of Work.—When you have completed the canvass fill out the “completion card” which is enclosed with your supplies and mail it to the supervisor. Your final pay check cannot be sent to you until this card is received.

GENERAL INSTRUCTIONS

1. **Scope of the Census.**—This is a Nation-wide census, covering the year 1933. Reports must be obtained for all wholesalers, jobbers, and other wholesale distributing agencies; all retailers, other classes of distributors such as automobile dealers and filling stations; auto repair and service establishments; all hotels; auto camps, restaurants, beauty parlors, barber shops, and other service types of establishments; and theaters, pool parlors, bowling alleys, and other amusement places. A list of establishments to be included follows, but any others not specifically excepted should be enumerated if there is any question of doubt. Study form 2 (the schedule) carefully and be sure that you know the meaning of every item on it.

2. **Canvass Based on Establishment.**—This census is taken on the basis of establishments which are places of business where goods or services are sold or distributed. An establishment may be in the form of a store, a distributing warehouse, an office or place of business or part thereof if shared with other similar organizations.

3. **What is NOT to be Covered.**—This census does not cover the following, and enumerators are not to obtain reports from:

- (1) *Manufacturers*, farmers, growers, and other producers of commodities or foodstuffs. Commercial laundries, large bakeries, canneries, green-houses, etc.
- (2) *Construction* enterprises, contractors, etc.
- (3) *Transportation* companies, air lines, taxicab operators, public utilities (electric, gas, water, telephone, telegraph, etc.) (stores operated by public utilities are to be included).
- (4) *Apartment* houses, boarding houses, "tourists' homes" in private residences, cemeteries. (Tourist camps, however, are to be included.)
- (5) *Educational* institutions, business colleges, dancing academies, musical instructors. (Public dance halls, however, are to be included.)
- (6) *Professional* services (doctors, dentists, lawyers, etc.).
- (7) *Individual* services (accountants, detectives, draftsmen, dressmakers, notaries public, public stenographers, real-estate offices, individuals engaged in service work).
- (8) *Financial* institutions and agencies (banks, insurance companies, and agencies, stock brokers).

4. **The Field Canvass.**—The enumerators will receive special instructions from the supervisor as to the time to make the canvass in their respective districts. All reports must be sent by the enumerator to the supervisor in accordance with instructions to be furnished by the supervisor.

Enumerators must make a complete canvass of their districts and are to obtain reports for all retailers, wholesale establishments, service businesses, amusements and hotels. The establishments to be omitted are those of the classes listed in paragraph 3 above.

In reporting dollars of sales, expenses, etc., *avoid cents*. Write "none" opposite any questions which are answered "none" or which do not apply.

5. **Chain Organizations.**—In many cases stores, theaters, and other establishments are controlled by companies which have offices located in some other city. In most of these cases the enumerator will be unable to secure a complete report locally, and the manager will tell the enumerator that the report must be

obtained at the company's office. The enumerator should prepare a report for each establishment of this kind by completely filling out inquiry 1 (Description of establishment), inquiry 2 (Kind of business), inquiry 3 (Type of establishment or operation), and by writing in the space provided in the schedule the address of the office where the report must be secured. Be sure to give the name and street address of the office where the report is to be furnished as well as the city in which such office is located. (Frequently the office is operated under another name from that by which the plant or store is locally known.) *Enumerators must not omit any business establishment* (except those listed in par. 3). *Either a complete report or a partial report as indicated in this paragraph must be secured.*

6. When Reports Cannot be Secured.—In some cases enumerators will, for various reasons, be unable to secure reports. In every instance of this kind, inquiries 1, 2, and 3 on form 2 must be filled out, as well as any other information available, and a notation must be made on the schedule giving the name and address of the company or individual from whom the report is to be obtained, or the reason for failure to report completely.

7. Consolidated Returns.—When more than one local establishment in the same line of business is operated by the same company or individual, and the information concerning them is available for the group but not separately, a consolidated return may be made for all stores in one city, town, or village. Be sure to (1) write across the top of form 2, above the heading, the words "Consolidated return for ——— establishments", stating the number of establishments covered by the one return. (2) Attach a strip or sheet listing the *net sales* of each separate establishment, the total of which must agree with the sales shown on consolidated return. **DO NOT FAIL TO ATTACH SUCH DETAIL STRIP.**

In this connection, realize that ownership alone is not the determining factor, for the establishments must be in exactly the same line of business and must be operated together, as a branch system or chain. Sometimes the same person will own two or more dissimilar businesses, but in that case each must be reported separately on form 2.

No establishments may be consolidated that are located in different places. Each consolidated return must apply entirely to the one city, town, or village named in inquiry 1 (c) of the schedule (form 2). *Avoid consolidated returns when the information can be obtained in separate returns.*

8. Accuracy of Description Essential.—No matter how carefully the balance of the schedule is made out, it is worthless unless the kind of business can be exactly classified. That can come only from the information supplied by the enumerator in blocks 1, 2, and 3. The value of a census depends upon correct classification.

The difficulty in classifying the schedules arises from the fact that descriptive terms are loosely applied. For instance, to most people a grocery store is a grocery store, whether it sells fresh meats or not. Yet the distinction is important, for the two are separately classified. Similarly, a meat market differs from a meat market with groceries. A drug store which is an apothecary shop without fountain differs from a drug store with fountain. A feed store selling groceries differs from a feed store selling hardware and farmers' supplies, or one selling only feed, flour, grain, etc.

Be specific in your descriptions, for much depends upon your comments. Not only make 2 (a) complete, but state in section (b) the principal classes or lines of goods sold, or principal sources of gross revenue (such as admissions, cleaning, fur repairs, repairs, or painting). In a grocery store schedule, for instance, state lines of goods which produce the most sales, such as groceries, meats, fresh vege-

tables, butter and eggs, delicatessen goods, bakery goods. In a delicatessen, for instance, show in the six spaces such items as delicatessen goods, meals at tables, fountain, cigar stand and perhaps groceries and fruits if the store is also doing a substantial business in such lines of goods.

In a wholesale establishment, state under (b) the principal lines handled, if the wholesaler is a specialist. If he handles a general line of products, state merely "general line" of whatever it is, such as, general line of hardware, or general line of groceries, or general line of dry goods, etc.

INSTRUCTIONS FOR PREPARING REPORTS

(Applies to The Schedule, Form 2, Business Census)

9. **The Schedule.**—A simple schedule has been provided, to cover all classes of establishments. *Every inquiry on the schedule must be answered.* If any item is not applicable to a particular establishment, insert a dash (—) or the word “none” in space provided for answer to show definitely that the question was considered. Drop the odd cents when reporting amounts in dollars.

INQUIRY 1.—DESCRIPTION OF ESTABLISHMENT

10. (a) **Name of Establishment.**—Since separate reports are to be obtained when even different establishments are under the same ownership, local name of establishment should be given as well as that of the owner.

11. (b) **Name of Owner or Operator.**—Give name of person, partnership, corporation, etc., owning or operating the establishment. Name of establishment and name of owner or operator of the business are both required, as in many cases a store or other distributing agency is known by a local name and also by the name of the owner or owners (firm or corporation), and unless both names appear on the schedule it may be impossible to eliminate duplications when separate reports are received, as frequently occurs, one under the local name and the other under the owner's name. In the case of a “Cooperative establishment”, state under (a) name by which establishment or business is commonly known, and under (b) give full legal name or title of the cooperative association which owns it or runs it.

12. (c) **Location of Establishment.**—Show exact location of establishment covered by the report. When the establishment is on the boundary line, or when part is located in one civil division (city, village, township, etc.) and part in another, full information on this subject must be given under “Remarks.” If there are other unusual conditions, they should also be explained. “Township” need not be reported within the corporate limits of an incorporated city.

13. (d) **Was This Establishment in Operation in 1929?**—The purpose of this question is to make correct comparisons with 1929. Answer YES if the business was in operation any time in 1929, regardless of whether ownership has changed hands in the meantime. It is not necessary that the street address be the same as in 1929, provided it was located within the same city in 1929.

14. (e) **Number of Establishments in Same Line of Business Owned by this Organization Anywhere in the United States.**—If the answer is two or three, give under “Remarks” the location of those not covered by this report. If a chain, give approximate total number of units to indicate size of chain, and give under (f) the home office of the chain. If home office is located in a large city, be sure to give street address of the central organization.

15. (f) **Where is the Home Office (give Post-office Address).**—Home office required only if more than one establishment is owned or operated by the same organization. (If name of central organization is different from that given under (b), be careful to note here the name, also, of the central or home office organization.)

DO NOT WRITE IN BOX ALONG RIGHT-HAND MARGIN

INQUIRY 2.—KIND OF BUSINESS

The enumerator must use great care to answer this inquiry accurately and definitely. The tabulation by kind of business will be based on this inquiry. As an aid in answering this question properly some ideas on designation to be used are given for retail, wholesale, and service trades, respectively. Do not fail to check the proper function *carefully* in the proper box along right-hand margin opposite (a) (check hotels as "service").

RETAIL

16. Retail Stores.—Include all classes of establishments which sell commodities (new or second-hand) of any kind at retail (to ultimate or household consumers). Under this description are many places of business which are not normally regarded as retail stores, such as gasoline filling stations, refreshment stands, milk dealers who sell from house to house, and others that sell goods at retail. All retail stores must be canvassed, but attention is called below to special cases which require extra care in answering Inquiry 2 of the schedule.

FOOD STORES

Candy Store.—If with fountain, it is a confectionery store.

Grocery Store.—If such store sells also fresh meats, say "grocery-and-meat" store, or "combination store."

Meat Market.—If such store also sells groceries say "meat market with groceries".

Butchers and Abattoirs.—Attention is called particularly to establishments generally referred to as "butchers." Most "butchers" are no more than markets for the sale of meats at retail, but frequently the operators also do some slaughtering. All operations of butchering establishments are to be enumerated as "butchers." Those not butchering are to be enumerated as "meat markets", or "meat markets with groceries" if they also sell groceries.

Bakery.—Report only stores selling bakery goods to consumers and small bakeries which do not report to the Census of Manufactures.

Country General Store.—This is a store located in a town of less than 10,000 population which sells groceries and other kinds of merchandise each in substantial proportions (groceries being an important part of the business). Indicate whether the combination of goods is largely "groceries with apparel and dry goods", or "groceries with other merchandise." Indicate in 2 (b) the nature of the principal kinds of merchandise.

GENERAL MERCHANDISE GROUP

Department Store.—Handles dry goods, men's and women's furnishings, home wares, floor coverings, etc., on a strictly departmentized basis. Always state whether "with food department" or "without food department." (Exclude leased departments; see p. 10.)

General Merchandise Store.—Is located in cities of 10,000 and over and handles several distinct lines of merchandise, but is not a department store. State whether "with food department" or "without food department."

Dry Goods Store.—Sells piece goods and women's and children's apparel. If it also sells furniture, radios, home ware, or men's clothing, it is a department store.

Variety Stores.—All the 5-and-10 and to-a-dollar stores. Mostly but not entirely chain units. Do not confuse with toy shops.

Mail-order House.—Selling by mail from catalog. Say whether a general line of merchandise or some specialty. *Report any retail stores separately.*

AUTOMOTIVE GROUP

Automobile Dealer.—Distinguish between a dealer (selling new cars as well as trade-ins) and a used-car dealer (selling used cars only). If he also sells agricultural implements, say so.

Automobile Repair Shop.—If it sells general repairs or some specialty repair business, describe exactly. Must sell parts, accessories and/or gas and oil, to be classed as a retailer. If selling only service, report as SERVICE.

Filling Stations.—Include all filling stations selling gasoline for automobile, airplane, or other use, whether independent or operated by an oil company. Specify (1) gas and oil only, (2) gas, oil, and tires, (3) gas, oil, and eating place, or (4) any other combination with gas and oil business.

APPAREL GROUP

Clothing Store.—First specify whether men's, women's, or family clothing store. If men's, say whether it also sells furnishings (men's clothing and furnishings store). If women's, say whether it also sells shoes (women's clothing and shoe store.) (Exclude leased departments; see p. 10.)

Women's Accessory Store.—Specify by line of goods handled (corset shop, furrier, hosiery shop, millinery store, etc.).

Dressmakers.—Include only dressmaking establishments with places of business which employ dressmakers. Do not canvass dressmakers operating from their homes.

Custom and Merchant Tailors and Milliners.—Include all tailors and milliners who maintain a place of business, but do not attempt to include canvassers of manufacturers selling direct to consumers "made-to-order" or "ready-made" clothes.

Shoe Store.—Specify whether men's or women's or family shoe store.

FURNITURE AND HOUSEHOLD GOODS GROUP

Furniture Store.—If other lines of merchandise are handled by such a store, say so. (Such as furniture and hardware store.) If the proprietor also operates as an undertaker, designate that fact. Be sure to specify "second-hand" if store is mainly a second-hand store.

Household Appliance Store.—Specify whether electric, gas, or both. Also state kinds of appliances such as refrigerators, stoves and ranges, oil burners, or general line, etc.

Home Furnishings Store.—Specify whether specializes in floor coverings, draperies, china, antiques, awnings and window shades, interior decoration, lamps, etc.

Radio Dealer.—Specify whether radio and electrical shop, radio and musical instrument dealer, or just radio store. If only repair shop, classify under service. If it is an electrical shop without radios, call it an electrical shop, etc.

EATING PLACES

Restaurants, Etc.—Say exactly which of the following: (1) *Restaurant with table service*, (2) *lunch room* (with both table and counter service) (3) *lunch counter* (without table service), (4) *cafeteria* (mainly self-service), (6) *fountain lunch* (fountain serving lunches), (7) *liquor dealer*, etc. If the eating place is operated in an amusement park, airport, department store or other merchandise store, as a concession or leased department, be sure to say so.

LUMBER AND BUILDING GROUP

Lumber Dealer.—Say whether lumber is sold with (1) building materials, or (2) hardware. If dealer sells primarily to other dealers for resale, report him as a wholesaler; if mainly to builders and home owners, report him as a retail dealer.

OTHER RETAIL STORES

Hardware Store.—Be careful to distinguish between wholesalers and retailers. A wholesaler is one who sells to another dealer, for resale, in larger amounts than he sells to home owners and builders at retail. It is not a matter of price or quantity, but merely whether the wares are sold for use or for resale. Say whether he also sells (1) furniture, or (2) farm implements, or (3) feed.

Farmers' Supply Store.—Distinguish carefully between (1) feed stores selling primarily feed, flour, grain, and fertilizers, or (2) feed-and-grocery stores, or (3) feed and coal dealers, or (4) fertilizer stores, or (5) seed stores selling bulbs and nursery stock, or (6) farmers' general supply stores (not feed stores) or other distinct kinds of retailers.

Cigar Store.—Say whether (1) with fountain, or (2) without fountain, or (3) cigar stand (in office building, pool room, hotel, etc.).

Coal and Ice.—Say whether (1) coal only, or (2) coal with ice, or (3) ice only, or (4) coal and feed dealer.

Drug Store.—Say whether (1) with fountain or (2) without fountain.

Jewelry Store.—Say whether (1) an installment credit jeweler (who offers easy credit terms as an inducement), or (2) a regular jewelry store where credit is only incidental to the sale of jewelry. If watch repairing is a concession, get a separate report from watchmaker.

Sporting Goods Dealer.—Say whether (1) a sporting goods specialty store, or (2) sporting goods and toys in substantial amounts. (If a toy store primarily, with only nonprofessional sporting goods, classify as "toy shop.")

Stationery Store.—Say whether mainly (1) school supplies with candies etc., or (2) stationer and printer, or (3) blank books and forms, or (4) stationer and engraver, or (5) commercial stationery dealer.

Tinsmith or Tinshop.—If operating in a store selling supplies, hardware, etc., it is to be covered showing receipts from repairs under 6 (b). If operating only as a shop manufacturing cornices, gutters, etc., it is classified as "construction" and must not be covered.

LEASED DEPARTMENTS

Departments or sections in many stores are leased to and operated by independent proprietors or leased-department chains. The basis of rent is either a flat monthly payment or a percentage of sales. *Get a separate schedule from each operator*, noting in 2 (a) the kind of department and checking item 50 under "Retailers" in block 3.

The amount of rent paid by such operators is part of "other operating expenses," 5 (b). The same amount, received by the store in which the leased department is conducted, must be reported under 6 (f) as "Receipts from leased departments."

Be sure that leased department sales are *not* included in the sales of the store itself, and that leased department pay roll and other expenses are *not* included in store expenses.

WHOLESALE

17. Wholesale Establishments.—Include all places of business where goods are sold or distributed on a wholesale basis, i.e. not to individual home consumers. Not all of these are commonly known as wholesalers. Some of them are agents or brokers, others are known as bulk tank stations, etc. Wholesale establishments specialize in different commodities even more than retail stores. It is therefore essential to describe exactly the kind of merchandise such an establishment deals in. It is usually very easy to recognize a wholesale grocer or a canned goods broker, but some kinds of wholesale businesses need special attention in order to have them described accurately in inquiry 2. To these attention is called below:

Amusement and Sporting Goods Wholesale Establishment.—Indicate whether it handles a general line of such goods or some narrower class of merchandise such as sporting goods only, or a still narrower line such as amusement equipment and supplies, toys and novelties, cameras, or photographic supplies.

Automobile Wholesale Establishment.—Specify whether general line of motor vehicles or only automobiles (distinguish between new and used), or trucks and tractors.

Automotive Equipment Establishment.—Specify whether general line, or only accessories, or some automotive parts, or tires and tubes.

Chemicals.—Specify whether industrial, and also nature of chemical (explosives, naval stores, etc.).

Drugs.—Specify whether general line or some special group of either drugs or drug sundries, such as patent medicines, sanitary supplies, toilet articles, or toilet preparations.

Clothing Establishment (Wholesale).—Describe exactly what the establishment deals in, whether in a general line of clothing, or in clothing and furnishings, or only in women's clothing, men's furnishings, or in some specific type of furnishings like hosiery, or hats and caps.

Coffee Roasting, Peanut Roasting, and Spice Grinding.—Such operations are to be included, whether operated as separate establishments or by wholesale grocers or chains. Show the amount of the roasting business under 6 (a), describing it exactly. (This business has been eliminated from Manufactures Census.)

Dry Goods Establishment (Wholesale).—Specify whether general line of dry goods or some specific type of dry goods merchandise such as knit goods, notions, certain kinds of piece goods (cottons, linens, rayons, etc.).

Electrical Establishments.—Distinguish between those dealing in a general line of electrical merchandise and those handling only equipment or appliances. Indicate kind of equipment (such as batteries), or appliances (such as refrigerators).

Dealer in Farm Products.—Be specific in naming the kind of farm product in each instance (cotton, grain, raw furs, leaf tobacco, etc.). This is to be distinguished from farm supplies (other than machinery and equipment) like feed and fertilizer.

Food Products (other than Groceries).—Specify just the extent to which the establishment specializes; some concerns only deal in butter, others also sell cheese, some handle only fresh fruits or vegetables, others deal in both fresh fruits and vegetables.

Furniture Establishments.—Indicate whether general line, household furniture, office furniture, etc.

General Merchandise House.—Wholesale establishment dealing in several distinct lines of merchandise, each selling in substantial proportions. Usual combinations are hardware with dry goods and electrical goods. May also sell groceries.

Grocery Establishments.—Be careful to distinguish between wholesale grocery concerns dealing in a general or complete line of groceries, and those dealing only in coffee, flour, sugar, or some other limited group of groceries like biscuits and crackers or extracts and spices.

Hardware Establishments (Wholesale).—Specify whether concern deals in general line or in some specific type of hardware such as builders' hardware, shelf hardware, tools and cutlery, or heavy hardware.

Waste Material Establishments.—Canvass all dealers, brokers, etc., in iron and steel scrap, junk, paper waste, etc.

Construction and Building Material Establishments.—Specify the kind of material dealt in (cement, glass, asbestos products, lumber, millwork, etc.).

Machinery, Equipment, and Supply Houses.—First indicate the type of merchandise (commercial, construction, farm, manufacturing, mining, drilling, professional, service, or transportation). Then name the specific kind of machinery or equipment (dry-cleaners' supplies, oil-well machinery or supplies, surgical equipment, etc.).

Coal Establishments.—Specify type of coal (bituminous, anthracite, coke, or general line). The same applies to dealers in metals.

The importance of being specific in indicating the kind of merchandise a wholesale establishment handles or deals in cannot be overemphasized. Apply this rule to all cases whether specifically mentioned above or not.

SERVICE (INCLUDING HOTELS)

18. Every service establishment listed below must be canvassed as well as all others not specifically exempted in paragraph 3 of the instructions.

SERVICE TRADES OR INDUSTRIES TO BE CANVASSED

Report all establishments serving the public for revenue. Many also sell merchandise. If less than one half of total receipts 6 (g) is from the sale of merchandise, such establishments are to be classified as Service Establishments.

Adjustment bureaus (credit).

Airports (but not air lines).

Amusement parks (separate schedule also for each concession).

Athletic fields, ball parks, etc.

Automobile battery and ignition shop.

Automobile radiator shops.

Automobile paint shops.

Automobile tire repairs (only).
Automobile washing (auto laundries).
Automobile top and body repair.
Automobile garage (repairs only). If also selling gas or accessories, report as Retailer.
Barbecues.
Barber shops. (Include percentage barbers in a shop as employees.)
Baths (turkish, etc.).
Beauty shops. (Include percentage operatives in a shop as employees.)
Billiard and pool parlors. (Report receipts as admissions; cigar stand, etc., as merchandise sales.)
Blacksmiths.
Blueprinting establishments.
Bootblacking establishments and stands. (See shoe shine shops.)
Bowling alleys (report receipts as admissions; cigar stand, etc., as merchandise sales).
Broadcasting stations. (See special instructions below.)
Cabinetmaker shops.
Cartage business (general, including local moving vans).
Circulating libraries (except public libraries).
Cleaning and pressing shops.
Coat and towel supply. (See linen supply.)
Collection agencies (not cooperative credit associations. See adjustment bureaus).
Credit bureaus (retail). (Consumer credit reporting.)
Dance halls (but not dancing academies—instruction).
Delivery service (operated as a business, delivering parcels for stores).
Dental laboratories.
Disinfectant and exterminating service.
Dressmakers (only when business establishment is operated).
Duplicating service.
Employment agencies (except when operated directly by city, State, or Federal Government).
Express and transfer business.
Funeral directors and embalmers (if also operating a furniture store, include under retail classification).
Fur repair shops.
Garages (storage).
Hotels.
Laundry agencies and hand laundries (do not cover commercial laundries).
Linen supply services (coats, towels, etc.). (Do not cover commercial laundries doing the cleaning for such services.)
Mercantile agencies (business credit reporting).
Motion picture houses.
Parking lots.
Photographers.
Photo finishers.
Photostat service.
Pressing and cleaning shops and agencies.
Promoters of athletic and other contests (if maintaining place of business).
Radio broadcasting stations (see broadcasting stations).
Radio repair shops (no sales of radios). (If radios are sold, classify as Retail.)
Refreshment stands.
Restaurants, lunch rooms, cafeterias, lunch counters.
Riding academies.
Shoe repair shops.
Shoe shine shops.
Skating rinks.
Storage warehouses (frequently include cartage).
Theaters—motion picture and others (specify which).
Tourist camps.
Towel supply (see linen supply).
Trucking.
Undertakers (see funeral directors).
Upholsterers, furniture repairs.
Vacuum cleaning service.
Window cleaning.

19. Some of the service establishments require special attention. Comments concerning them are made below as an aid to the enumerator.

Adjustment Bureaus.—Include bureau maintained by credit men or trade associations for the collection of past-due accounts. They are *nonprofit* organizations. Collection agencies, however, operate on a profit basis as independent enterprises. They are to be covered, under "collection agencies."

Airports.—There are 500 municipal airports and 656 commercial airports in the United States to be covered. Emergency landing fields are not to be included. The municipal ports usually are operated by a manager, but all activities are leased to others. Activities conducted by the municipality itself are not to be covered, but reports must be obtained from each concession, such as a flying or ground school, sightseeing, and charter flying service, maintenance and overhaul service (which usually includes sale of gas and oil), gas and oil station if separate, restaurant, news stand, checkroom, etc. Airline ticket offices are exempt, as are the airlines themselves.

At commercial airports the same information is required, plus income from hangar rental, etc. Frequently all or some of the above activities are performed by the operating company itself.

Amusement Parks.—If park promotes its own contests, or collects its own admissions, report the park as a business with its own pay roll and other operating expenses. Receipts would be "admissions", 6 (e). If others promote contests and merely rent the park for such purposes, report under 6 (f) "percentage of gate receipts" or "rental of park." Report separately each concession operator, such as soft drink concession, cigar stand, shooting gallery, etc. Cover concessions in city parks. (The concessionaires are in business, even if the city is not.)

Apartment Hotels.—Apartment houses that are entirely residential (not available for transient guests) are classed as private residences of the tenants and are not to be canvassed. Apartment hotels must be enumerated when all or any substantial part of their income is from transient guests, in which event the entire house is to be reported as a hotel. Usually the distinguishing feature is whether or not written leases are required from tenants. Absence of an office and clerk in the lobby usually indicates that it is an apartment house rather than a hotel.

Barber Shops.—Barbers working in a shop on percentage are to be reported as employees, adjusting revenue and expenses accordingly. Same in beauty shops.

Broadcasting Stations.—Cover income from sale of station time, artists' time sold, instruction, and other income. Report number of employees of all kinds on the station's pay roll. Artists paid by sponsors are not to be included, as they are not part of the station's staff. All employees who derive their principal or total income from their activities at the station are to be included as employees, regardless of the number of hours worked. If they work more than 3 days in a week, they are full-time employees. If they work 3 days or less per week, they are part-time employees.

Cleaning and Pressing Shops.—Include all establishments selling cleaning, pressing, or dyeing service to consumers from an established place of business, but do not include cleaning and dyeing plants which report to the Census of Manufactures. (Include so-called "tailor shops" which do not make clothing.)

Credit Bureaus and Agencies.—Include all bureaus maintained by retail or mercantile credit or trade associations on a *non-profit* basis for the purpose of collecting and disseminating credit information to members. If a retail so-called credit bureau operates for profit as an independent enterprise, call it a credit agency. If an organization collects and disseminates credit information primarily intended for bankers, wholesalers, and manufacturers, and operates on a profit basis, call it a mercantile agency.

Golf Practice Courses are classed under "instruction" and are not to be canvassed. (Golf courses also are exempt.)

Hotels and Restaurants.—Hotels and public restaurants are to be canvassed, including Y.M.C.A., Y.M.H.A., Y.W.C.A., and similar places open to the public. Do not attempt to cover boarding houses, clubs, or lunch rooms in schools for pupils or in factories for employees. Dining cars and dining rooms on boats should not be canvassed, nor employees' cafeterias not open to the public.

Tourist Camps.—Include all income such as cabin or room rental, parking, meals, refreshment stand, cigar counter, etc. Number of employees is usually very limited. State in 4 (a) the number of proprietors working full time (or substantially so) and include therein any adult members of their families (such as wives or grown children) who work full time without specified wages (who are not on the pay roll). Do not include in 4 (c) any such people not on the pay roll.

20. Manufacturing Establishments not Included.—A separate census is taken of all manufacturing establishments. Enumerators must *not* canvass manufacturing plants, except when specifically instructed to do so by the supervisor. In some cases the enumerator may be in doubt whether an establishment is considered to be a manufacturing plant for census purposes. The following classes of establishments are engaged in manufacturing and are *not* to be canvassed on the Business schedule.

Sawmills

Planing mills

Flour and feed mills

Printing and publishing offices

Commercial laundries

Turpentine stills

Mines and Quarries not Included.—Mines and quarries are *not* to be canvassed.

21. Establishments Engaged in Both Manufacturing and Distribution.—Sometimes a local manufacturer also operates local retail stores for the sale of his product and for other products. (Examples: A large bakery with local stores, or a commercial laundry which also does business directly with consumers, or a factory with a local retail outlet either in the factory or elsewhere.) As a general rule, only one report should be made for each establishment; but in certain cases, where such establishments are engaged in both manufacturing and distribution, *both a manufactures report and a distribution report* will be required. Enumerators should secure reports for the retail stores or other distribution activities, but the manufactures reports will be secured by mail direct from Washington.

INQUIRY 3.—TYPE OF ESTABLISHMENT OR OPERATION

22. In addition to indicating the kind of business based on the merchandise sold or the major service rendered by the establishment, it is essential also to check the type of organization as determined by the principal function performed. Brief definitions of the principal types of operation are given below:

RETAIL

Local Independent.—It is not connected with any chain organization. Owned and operated as a local enterprise with one, two, or three units.

Local Chain.—If four or more units are operated under a single management and all such stores are in the same community and same business.

Sectional or National Chain Stores.—When several stores in same business but in more than one community are operated by a single central management.

Company Store Commissary.—A retail store owned by a manufacturing, mining, or other company largely for the sale of goods to its employees.

Direct Selling Establishment.—An organization that sells from house to house through canvassers or route distributors.

Leased Department.—A section of a store managed and merchandised, not by the proprietors or operators of the store itself, but by outside operators who may be independent or chain. Leased departments are found most frequently in department stores but may also be used by other types of stores, including food markets in which fresh meats may be sold by leased department. (See also p. 10.)

Wagon Distributor (retail).—Operating wagons or trucks over established routes, selling direct. Describe under "Other Types", retail Section.

WHOLESALE

For the benefit of enumerators a list of types of wholesale organizations most frequently encountered is given below, together with brief definitions.

Assembler and Country Buyer.—Buys farm products at local producing points or in cities of the producing regions for shipment to larger communities.

Auction Company.—Concerns selling, by the auction method, fruits, vegetables, leaf tobacco, floor coverings, and other products at wholesale.

Broker.—Wholesale middleman who negotiates transactions between buyer and seller representing either or both. Takes no title to the goods and seldom handles them.

Bulk Tank Station.—Wholesale organization distributing gasoline, oil, and other petroleum products, may be owned by oil companies to supply their own gasoline filling stations, and to sell to independent retailers or to wholesale marketers.

Cash-and-Carry Wholesaler.—Extends no credit and makes no deliveries. Usually handles limited line of merchandise.

Commission Merchant.—Handles goods on consignment at wholesale. Be sure that consignment business handled on the commission basis for shippers is over 50 percent of the total volume of sales of the establishment. If not, should be classified as jobber or wholesaler.

Cooperative Marketing Association.—Local association formed by producers of farm products for the sale of their goods. May also buy some commodities for the use of farm members.

Drop Shipper or Desk Jobber.—Wholesaler who buys and sells on his own account but does not handle the goods. Goods are shipped directly from the manufacturer to the desk jobber's customers.

Elevators.—Usually found at country points for the handling of grains. Attempt to distinguish between three kinds of elevators, independent, cooperative, and line elevators. Ask the official of the establishment which it is.

Export Merchant.—Wholesaler who buys goods in the United States and sells them abroad. He takes title to the goods; that is, he buys and sells them on his own account.

Export Agent.—Does not take title to the goods which he exports for sale abroad for clients on a commission or fee basis.

Importer.—Wholesaler who buys goods abroad and sells them in the United States. Takes title to the goods.

Import Agent.—Does not take title to the goods. He imports from other countries for clients.

Jobber.—Wholesaler who buys and sells goods at wholesale in his own name. Same as wholesale merchant below.

Mail-Order Wholesaler.—Sells principally by mail at wholesale.

Manufacturers' Agent.—Is in business for himself selling goods for two or more manufacturers on a commission or fee basis. Does not take title to the goods.

Manufacturers' Sales Branch.—A wholesale sales establishment or sales office maintained and operated by a single manufacturer for the sale of his products to industrial consumers, to retailers, or to wholesalers.

Selling Agent.—Same as manufacturers' agent except that the selling agent handles the total output of the plants of manufacturers whom he serves.

Supply and Machinery Distributor.—A wholesaler of industrial goods selling to industrial consumers such goods as machinery, equipment, and supplies.

Wagon Distributor.—A wholesaler who combines sales and deliveries.

Warehouse of Chain Store.—An establishment maintained by a chain organization as a distributing station supplying its stores with merchandise.

Wholesale Merchant.—A regular service wholesaler who performs all wholesale functions.

In addition to the above types of wholesale organizations to be canvassed include factors who deal in merchandise; cotton gins and compresses; film exchanges (producers' and independent) distributing motion picture films to theaters; converters; resident buyers; milk and cream stations; and all others who sell or deal in merchandise and commodities on a wholesale basis.

INQUIRY 4.—EMPLOYMENT DATA

23. This inquiry calls for information for part-time employees as well as full-time employees on account of the large number of part-time employees in distributing and service establishments. It is important that these inquiries be reported carefully. Persons employed for part days or only a few days per week are to be considered as part-time employees for the purpose of this inquiry. Full-time employees are those normally employed the whole or greater part of the normal workweek, whatever it may be. Persons employed only part of the year but on a full-time or weekly basis should be reported as full-time employees.

It is important that such data be obtained for each month in the year with the average for the entire period covered by the report; also that you separate the number of employees as of the last pay-roll date into males and females, as provided in 4 (b).

Under (a) include all proprietors and firm members (including adult members of their families actively employed in the business), who devote the major part of their time to the business, whether or not they receive any stated drawing account or other compensation. Under (c) *exclude all* such proprietors and firm members of partnerships and sole ownerships. "Proprietors" may include wives and grown children who work at least one half of the business day, regularly.

Exception.—In a large business that happens to be a partnership rather than a corporation, if one or more partners constitute the active management on fixed salary (which salary is included in the total pay-roll figures) and such salary is in addition to their partnership participation in profits, such salaried partners (of large businesses only) may be reported as if they were salaried executives of a corporation. That means that they are *not included* under 4 (a), *are included* under 4 (b) and 4 (c), and their salaries (only) *are included* under 5 (a). This exception applies only in special cases, and only when the stated salary is independent of partnership profits, corresponding to the salary paid to corporation executives. When applying this exception be sure to note at top of block 4 or below 4 (b) (form 2) the words "Includes salary of—partner-managers."

Section 4 (c) is one of the most valuable features of this report. Fill it out carefully by months. Do not attempt to compute the "Average" line.

INQUIRY 5.—OPERATING EXPENSES

24. This inquiry must show separately the aggregate pay roll for the year 1933 or the period covered by the report, exclusive of any compensation to proprietors and firm members, but it must include salaries of executives employed by corporations as well as all other employees, salesmen, clerks, etc. A special space is provided for all other operating expenses other than salaries and wages. In these other operating expenses are included rent, interest, traveling expenses of salesmen, advertising, taxes, insurance, light, heat, power and all other overhead costs. When salaries and wages are added to the "all other operating expenses" you obtain total operating expenses to be entered under 5 (c).

Commissions and bonuses paid to employees are to be included as a part of pay roll.

To facilitate obtaining all the "other operating expense" figures you may ask what is the total operating expenses, *exclusive of the cost of merchandise*. From that figure deduct total salaries and wages as reported under 5 (a). The difference should be the amount to be inserted under 5 (b). Be sure, however, when part-time employees are used by the establishment, to find out how much of the total pay roll was paid during the year to such part-time employees, and report that figure under 5 (d). The difference between (a) and (d) will be considered the amount of pay roll paid to full-time employees.

When the store and living quarters are combined, the enumerator should make a reasonable allocation of rent, or taxes and interest, and other expenses. Only the proportion applicable to the business should be reported.

INQUIRY 6.—NET SALES OR TOTAL OPERATING RECEIPTS

25. This inquiry is designed to cover receipts for all kinds of establishments and from all sources. It embraces the total receipts of the establishment after considering returned sales. The five-lettered divisions 6 (a to e) are to be reported separately. If they do not cover unusual cases, report in 6 (f) in detail.

If actual book figures are not available, enumerators should secure the best possible estimates from the proprietor or a responsible official of the establishment. All these receipts must then be reported under inquiry 6. It is also important that in the case of brokers and agents operating at wholesale the *selling value of the goods shall be reported* and not the commissions received by them. If a broker, manufacturer's agent, or selling agent should have no actual figures on the value of the goods sold by or through him, enumerators should have them prepare estimates based on the average commission received on the goods handled or sold during the year. Under no circumstances are mere commission or fees to be reported by brokers and wholesale agents under inquiry 6.

It is suggested that the enumerator handle this entire inquiry block 6 as a unit, by filling in first the total business receipts 6 (g). Then ask for the amount of sales 6 (a), the receipts from services 6 (b), receipts from sale of meals and fountain 6 (d), and any other receipts. In the case of hotels, 6 (c) and 6 (d) can be reported separately if on the European plan but necessarily must be combined when the hotel is on the American or a mixed plan. Bracket the two lines 6 (c) and 6 (d) when reporting both in one figure. Drinks served with meals should be reported under 6 (d)—meals. Sales for consumption outside should be reported under 6 (a).

Whenever 6 (f) is used, be sure to describe the source of income in detail. Always fill in the total figure 6 (g), even if only one line above is used.

26. Practically every establishment will have a recent inventory of merchandise on hand as of December 31 or nearest inventory date. Obtain that figure in dollars at cost or replacement value. Do not report stocks on hand at retail values or selling prices. In hotels, restaurants, and most service businesses there will be no stocks, except supplies for use. They are not goods on hand for sale and so are not to be reported, but if they are also selling some merchandise the stock thereof is to be reported.

INQUIRY 8.—SUPPLEMENTAL FACTS

27. Credit Sales.—Each establishment must report that part of its total business (as shown under 6 (g)) which is done on a credit basis. Credit sales include all sales made on any basis other than strictly cash; that is, there must be included all sales made on weekly terms, on a 10-day basis, 30-day basis, end-of-month terms, sales on the installment plan, or on any other basis that does not involve immediate payment of cash upon receipt of goods. C.O.D. sales, and sales on relief orders, are to be classed as cash sales.

28. Sales Tax.—Some States and other taxing authorities impose a tax on sales. It is important that in answer to Inquiry 8 (b) the amount of such taxes paid or payable by the establishment on sales made during the year 1933 be reported.

Federal taxes, such as admissions and excise taxes, are not to be reported. In some cases a sales tax is payable only on certain commodities, in some cases only on retail sales, while in others, on all kinds of sales of goods and sometimes even services. Sometimes the tax is collected in the form of stamps attached to goods or to the sales check. Merely obtain the amount in dollars paid or payable as a sales tax. A sales tax is not to be confused with licenses or property taxes, and applies only in those States and cities which impose a sales tax.

Report sales tax *only when* the establishment pays such tax directly to the State, city, or other taxing agency. If a tax has been added to the invoice or purchase price before the goods reach the establishment (such as the cotton processing tax, or stamps attached to incoming goods, or the gasoline tax paid by the wholesale distributor), and the establishment itself does not transmit the tax directly to the collector of taxes, such amounts are not to be reported (for they will be picked up elsewhere).

Be sure that the amount reported as sales tax, 8 (b), is also included in sales or operating receipts, block 6. In some places it is the custom to include the tax in the selling price. In other places it is collected from the customer as an additional item and is not recorded as sales. In the latter case, add sales tax to sales in reporting 6 (a).

29. Wholesalers.—Wholesale organizations must report to whom they sold the goods reported under inquiry 6 (g). They must show how much of the total goods sold by the establishment was to retailers for resale to ultimate consumers. Some wholesale organizations also sell to ultimate consumers on a retail basis, although their principal business is conducted on a wholesale basis. It is important to indicate under inquiry 8 (c)—(2) how much was sold to consumers at retail. Also report the amount of sales made to industrial users, among whom may be listed manufacturers, mining companies, oil-well companies, public utilities, railroads, restaurants, hotels, and other large industrial users who do not resell the goods in the same form. The three classifications may not necessarily equal 100 percent of sales, since wholesalers, brokers, and others selling partly or entirely to wholesalers would not report that part of their business under either of the three classifications in inquiry 8 (c) but would report the full amount under inquiry 6.

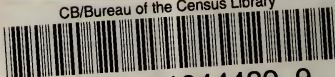
30. Retailers.—Every retailer should report under 8 (d) how much he sold at wholesale to other retailers for resale. Since an establishment is regarded as a retail establishment if over 50 percent of its business is done on the retail basis, it is important that the information be supplied on how much of the retailer's business was done on a wholesale basis, which means how much he sold to other retailers for resale. All such sales are to be included also under inquiry 6 (a).

CERTIFICATION

Every schedule must be certified as to correctness and completeness of the data, by the proprietor of a business or by a responsible official thereof. The schedule must also be signed by the enumerator and properly dated.

Census of American Business:
1933 Instructions to Census
Enumerators

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